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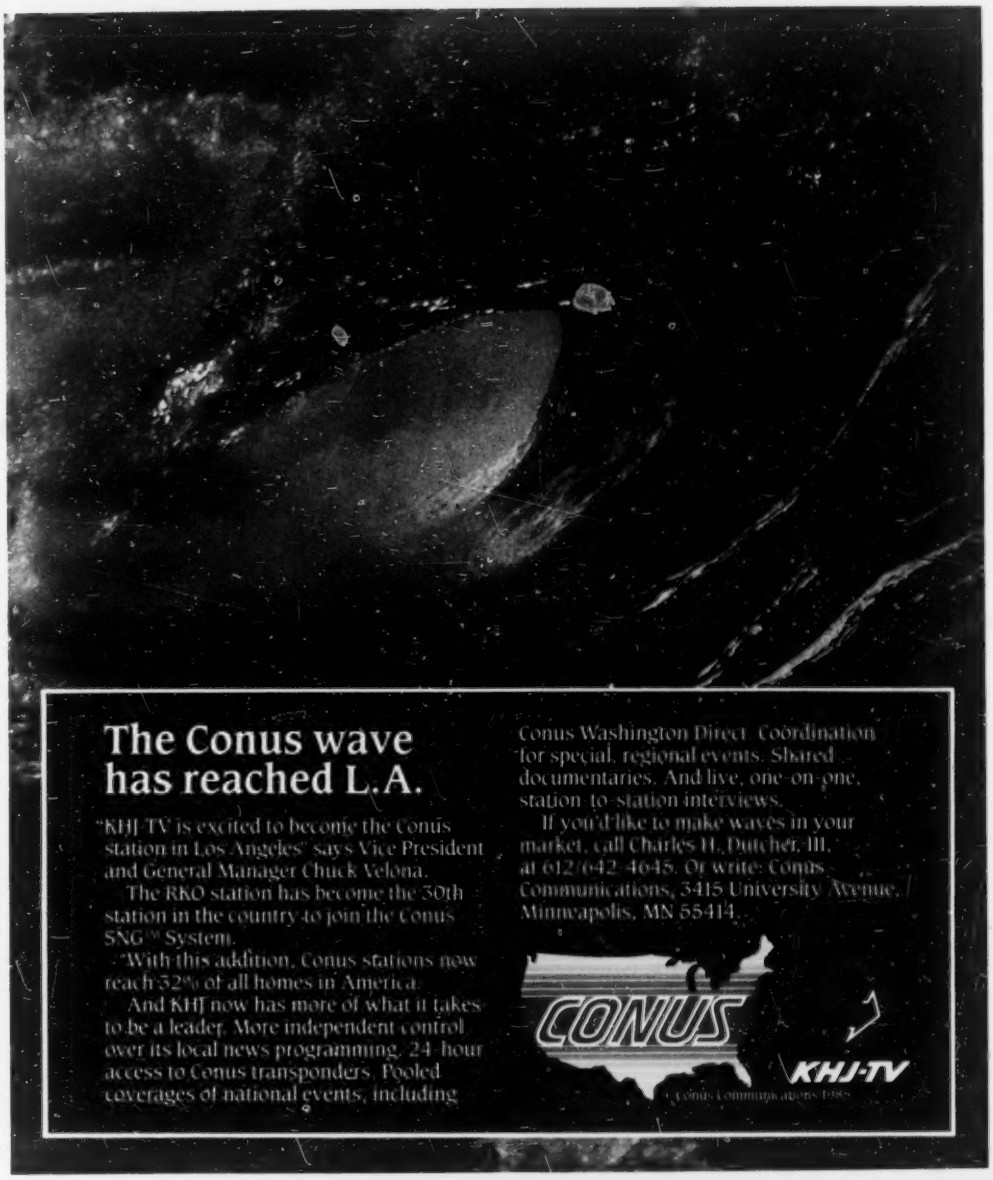
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 25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Vol. 109 No. 22

Broadcasting Nov 25

Waivering on waivers
Must carry movement from cable
Getting through Geneva's news blackout

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Playboy tries revitalization

Shareholders hear of plans for weekend service; Rainbow may go as service's distributor

The Playboy Channel, in a bid to reverse declining subscribership and one of the industry's highest churn rates, is test marketing a new weekend mini-pay service under the guidance of new programing executives. The plan was among topics discussed by Playboy Enterprises president and chief operating officer, Christie Hefner, at the company's annual shareholders meeting Nov. 13 in Los Angeles.

Playboy Enterprises reported a loss of $1.95 million for the three months ended Sept. 30, attributed primarily to the video division's operating loss of $2.1 million for the quarter. Earnings for the same period in 1984 were $1.27 million, including a division profit of $900,000. The number of Playboy Cable Channel subscribers declined from 753,000 on June 30 to 719,000 at the end of September. The company reported net income of $6.7 million for fiscal 1985, compared with $27.3 million during 1984.

Overall responsibility for the channel is

Movies, Thursday and Saturday schedules give NBC week eight

NBC regained the lead in the November sweeps in the eighth week of the season, fueled by strong performances from its two movie nights and its best performances this season on Thursday and Saturday. According to Nielsen's National Television Index for the week of Nov. 11-17, NBC had an 18.7 average rating and a 28.4 average share, followed by CBS (17.2/26) and ABC (14.3/21). By week's end, NBC had a 17.8/27, CBS a 17/26 and ABC a 16.4/25 in Nielsen sweep ratings for Oct. 31-Nov. 17.

NBC had its best Thursday and Saturday nights of the season (24.5/37 and 19.6/32, respectively), and two of its movies appeared in the top 12 shows—the sixth-ranked *Monday Night Movie* (23.3/33), "An Early Frost," and the 12th-ranked *NBC Sunday Night Movie* (21.5), "Hostage Flight." NBC's *Miami Vice* (22.1/36), with its highest numbers since its premiere, also finished in the top 10.

Just as ABC received a boost from *North and South* in week seven, the first part of CBS's *Kane and Abel* finished eighth last week (23.2/34), boding well for that mini-series' final two nights in week nine of the season. On ABC, the two-hour premiere of *Shadow Chasers*, on Thursday, a replacement for the canceled *Fall Guy*, scored a 6.9/10, to rank 67th out of the week's 68 programs. On Wednesday, a two-hour *Dynasty*, which introduced the characters for spin-off *Dynasty II: The Colbys*, scored a 24.2/37, to rank fifth.

HUT levels for the week were up 4%, from last year's 63.3 to 65.9. Ratings were up 1%, from 49.7 to 50.2, while shares were down, from 78.2 to 75.9.

NBC had nightly wins on Monday, Thursday and Saturday, while CBS took Friday and Sunday. ABC won on Tuesday and Wednesday. NBC had six of the week's top 10. CBS three and ABC one.

■ "An Early Frost" delivered every half-hour in its 9-11 time period for NBC on Monday. From 8 to 9, CBS won with *Scarecrow and Mrs. King* (18/25) and its 9-to-10 schedule of *Kate and Allie* (20/27) and *Newhart* (20/27) placed second. From 10 to 11, the second prime time hour of *NFL Monday Night Football* (19.9/32) was second.

■ ABC won Tuesday on the strength of its regular schedule, which included the 14th-ranked *Who's the Boss*. The week's replacement for the canceled *Hometown* on CBS, *Northbeach and Rawhide, Part I*, scored a (9.6/14). (Part II ran on Wednesday.) ABC also won from 9 to 10 with *Moonlighting* (17.7/26). From 10 to 11, the *CBS Tuesday Night Movie* (16.7/26) placed first. In its second performance at 10 on ABC, *Spenser: For Hire* scored a 13.8/23, falling from its premiere of 15/25 in its new time period but still better than in its earlier ratings. *Remington Steele* was second from 10 to 11 with a 15.1/25.

■ Wednesday was also an ABC win, powered by *Dynasty* from 9 to 11, and the strongest of *The Insiders'* (15.5/23) seven airings. The show placed second behind *Highway to Heaven* (19.5/29) on NBC. On CBS, *Northbeach and Rawhide*, part two, the week's replacement for the canceled *Stir Crazy*, did an 11.4/17.

■ Prime time schedules on Thursday were delayed 20 minutes for a presidential address. CBS managed to gain ground on NBC's two-hour comedy block (which contributed the first-, second-, fourth- and 11th-ranked shows of the week) with the second half-hour of 23d-ranked *Simon and Simon* (19/29). But *Simon and Simon*'s second half-hour ratings scored a 21.1/32, opposite NBC's *Night Court's* 21.8/34. *Knot's Landing* on CBS (21.3/36) took the final hour on Thursday.

■ Each network won one hour on Friday, but CBS took the night on the strength of ninth-ranked *Dallas* (23.1/35) from 9 to 10. ABC won from 8 to 9 with *Webster* (16.2/27), as *Twilight Zone* (12.7/20) fell from its season-to-date average of 14.7/25 to post its lowest numbers of the season. NBC took 10 to 11 with *Miami Vice*.

■ On Saturday, NBC's win featured season highs for the 15th-ranked *Facts of Life* (20.8/33), the seventh-ranked *Golden Girls* (23.2/36) and the 20th-ranked *227* (19.7/31), in NBC's 8:30 to 10 comedy block. The *CBS Saturday Night Movie*, "Rocky III," scored a 14.5/23.

■ *Kane and Abel, Part I* delivered Sunday night for CBS, as it won every half-hour from 8 to 11. The mini-series also enjoyed help from its third-ranked lead-in, *60 Minutes* (25.3/38). An *ABC Theater* live presentation, "The Execution of Raymond Garver" posted a disappointing 10.8/16 from 9 to 11, as NBC's "Hostage Flight" came close to the second hour of *Kane*. For the night, CBS had a 23.7/35 and NBC had a 17.9/27.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	31.7/47
2.	Family Ties	NBC	29.5/43
3.	60 Minutes	CBS	25.3/38
4.	Cheers	NBC	24.7/37
5.	Dynasty	ABC	24.2/37
6.	An Early Frost	NBC	23.3/33
7.	Golden Girls	NBC	23.2/36
8.	Kane & Abel, Part 1	CBS	23.2/34
9.	Dallas	CBS	23.1/35
10.	Miami Vice	NBC	22.1/36
11.	Night Court	NBC	21.7/33
12.	Hostage Flight	NBC	21.5/32
13.	Knots Landing	CBS	21.3/36
14.	Who's the Boss	ABC	21.2/31
15.	Facts of Life	NBC	20.8/33
16.	A Team	NBC	20.1/30
17.	Newhart	CBS	20.0/27
18.	Kate & Allie	CBS	20.0/27
19.	Football, S.F.-Denver	ABC	19.9/32
20.	227	NBC	19.7/31
21.	Highway to Heaven	NBC	19.5/29
22.	Football, Sun. 7 p.m.	NBC	19.1/31
23.	Simon & Simon	CBS	19.0/29
24.	Falcon Crest	CBS	18.9/31
25.	Gimme a Break	NBC	18.9/31
26.	Growing Pains	ABC	18.6/27
27.	Scarecrow & Mrs. King	CBS	18.0/25
28.	Moonlighting	ABC	17.7/26
29.	Hunter	NBC	17.5/29
30.	Hill Street Blues	NBC	16.8/29
31.	Wild Horses	CBS	16.7/26
32.	TV Bloopers & Prac. Jokes	NBC	16.7/23
33.	Amazing Stories	NBC	16.6/24
34.	Webster	ABC	16.2/27
35.	Alfred Hitchcock Presents	NBC	15.9/22
36.	McGyver	ABC	15.8/22
37.	Mr. Belvedere	ABC	15.6/25
38.	Magnum, P.I.	CBS	15.5/23
39.	The Insiders	ABC	15.5/23
40.	Knight Rider	NBC	15.4/25
41.	Remington Steele	NBC	15.1/25
42.	Cagney & Lacey	CBS	15.1/23
43.	Hardcastle & McCormick	ABC	14.6/21
44.	Rocky III	CBS	14.5/23
45.	Riptide	NBC	14.3/21
46.	Hell Town	NBC	14.2/21
47.	Spenser: For Hire	ABC	13.8/23
48.	Equalizer	CBS	13.5/21
49.	Misfits of Science	NBC	13.3/20
50.	St. Elsewhere	NBC	13.2/21
51.	Diff'rent Strokes	ABC	13.2/20
52.	Love Boat	ABC	12.9/21
53.	Twilight Zone	CBS	12.7/20
54.	Airwolf	CBS	12.4/20
55.	20/20	ABC	11.9/20
56.	Charlie & Company	CBS	11.9/17
57.	Benson	ABC	11.7/18
58.	Lady Blue	ABC	11.5/18
59.	North Beach & Rawhide, pt. 2	CBS	11.4/17
60.	George Burns Comedy	CBS	11.1/16
61.	Excution/R. Graham	ABC	10.8/16
62.	Ripley's Believe It Or Not	ABC	10.7/15
63.	Silver Spoons	NBC	10.5/16
64.	North Beach & Rawhide, pt. 1	CBS	9.6/14
65.	Punky Brewster	NBC	9.3/14
66.	Hollywood Beat	ABC	8.8/14
67.	Shadow Chasers	ABC	6.9/10
68.	Our Family Honor	ABC	6.4/10

*indicates premiere episode

N.H. Filed Oct. 30.

■ Kittery, Me.—C.G. Associates seeks 105.3 mhz; 3 kw; HAAT: 183.5 ft. Address: P.O. Box 8712, New Haven, Conn. 06531. Principal is owned by Carl Grande and family. It has no other broadcast interests. Filed Oct. 30.

■ Cambridge, Md.—CWA Broadcasting Ltd. seeks 94.3 mhz; 3 kw; HAAT: 322 ft. Address: 35 Solomons Island Rd., Annapolis, Md. 21401. Principal Charles W. (Hoppy) Adams Jr. and David G. Boschert. Adams is announcer at WANN(AM) Annapolis, Md. Filed Oct. 28.

■ Cambridge, Md.—Big Bay Broadcasting Ltd. seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: 15010 Carrolton Rd., Rockville, Md. 20853. Principal is owned by Robert L. Purcell, who has interest in WBZY(AM) New Castle, Pa., which has recently been sold (BROADCASTING, Nov. 11), and WDMV(AM) Pocomoke, Pa. Filed Oct. 28.

■ Cambridge, Md.—Taylor Communications Inc. seeks 94.3 mhz; 3 kw; HAAT: 243 ft. Address: 38 New York Ave., Washington D.C. 20002. Principal is owned by Adrian Taylor, who has no other broadcast interests. Filed Oct. 25.

■ Cambridge, Md.—Meredith M. Steel seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 230, Queenstown, MD. 21658. Principal has no other broadcast interests. Filed Oct. 28.

■ Cambridge, Md.—Shore Broadcasting Inc. seeks 94.3 mhz; 3 kw; HAAT: 322 ft. Address: Brooks Rd., Woolford, Md. 21677. Principal is owned by Carolyn Cooper, who has no other broadcast interests. Filed Oct. 28.

■ Cambridge, Md.—D'Adamo Communications seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 25, Route 1, East New Market, Md. 21631. Principal is owned by Phillip G. D'Adamo, former owner of WTCD-FM Federalsburg, Md. Filed Oct. 28.

■ Blackduck, Minn.—Community Services seeks 900 khz: 5 kw-D. Address: P.O. Box 70, 56630. Principal is owned by Roger E. Paskvan, who has interest in KMGM(AM) Montevideo, Minn. Filed Nov. 4.

■ Wingate, N.C.—Wingate College, Inc. seeks 91.9 mhz; 10 kw; HAAT: 149 ft. Address: c/o Gary Smithwick, 1320 Westgate Dr., Winston-Salem, N.C. 27103. Principal is educational institution, headed by Jarvis. A. Warren, chairman. It has no other broadcast interests. Filed Nov. 8.

■ Killington, Vt.—Killington Broadcasting Ltd. seeks 105.3 mhz; 11 kw; HAAT: 884.5 ft. Address: Box 34, HCR 70, Plymouth, Vt. 05056. Principal is owned by Daniel W. Ewald (20% gen. part.) and Walter J. Sczuldo (80% lim. part.). It has no other broadcast interests. Filed Oct. 30.

■ Killington, Vt.—Killington Mountain Broadcasting Co. seeks 105.3 mhz; 1.1 kw; HAAT: 2561 ft. Address: 305 Prospect Ave., Princeton, N.J. 08540. Principal is principally owned by Judith E. Leech and her brother, Michael, and his wife, Barbara. Filed Oct. 30.

■ Killington, Vt.—Radio Group Inc. seeks 105.3 mhz; 1.15 kw; HAAT: 790 m. Address: 194 Adams St., Rutland, Vt. 05701. Principal is owned by Lawrence D. Cohen, who is also app. for LPTV's in Rutland and White River Junction, both Vermont. Filed Oct. 30.

■ Killington, Vt.—Green Mountain Broadcasting Co. seeks 105.3 mhz; 1.15 kw; HAAT: 790.3 m. Address: 51 Heater Rd., Lebanon, N.H. 03766. Principal is owned by Gary Elfstrom (20% gen. part.) and limited partners, Elio Betty and Hugo S. Puglia (40% each). It has no other broadcast interests. Filed Oct. 30.

■ Killington, Vt.—Albert E. Gary seeks 105.3 mhz; 1.15 kw; HAAT: 2,613 ft. Address: 189 Kenyon St., Hartford, Conn. 06105. Principal has no other broadcast interests. Filed Oct. 29.

■ Killington, Vt.—Killington Community Broadcasting Corp. seeks 105.3 mhz; 1 kw; HAAT: 2,590 ft. Address: P.O. Box 222, Randolph Center, Vt. 05061. Principal is owned by Edwatd H. Stokes, who, with his wife, Margaret owns WCVR-AM-FM Randolph, Vt. Filed Oct. 30.

New TV

■ Dothan, Ala.—Broadcast Associates Inc. seeks ch. 60; ERP: 32.54 kw visual; 22.54 kw aural; HAAT: 1,756 ft.; ant. height above ground: 1,794 ft. Address: P.O. Box 6904, 36302. Principal is owned by Charles Max McGowan, who has interest in WOOF-AM-FM Dothan, Ala. Filed Nov. 12.

■ Butte, Mont.—Montana Western Corp. seeks ch. 18; ERP vis. 3,000 kw; aur. 300 kw; HAAT: 1,939 ft.; ant. height above ground: 170 ft. Address: 4058 Ella Dr., Great Falls, Mont. 59405. Principal is owned by Bud Clark, who has no other broadcast interests. Filed Nov. 7.

■ Llano, Tex.—Llano Broadcasting Co. seeks ch. 14; ERP vis. 3236 kw; aur. 324 kw; HAAT: 896 ft.; ant. height above ground: 474 ft. Address: 109 E. Main St., Llano, Tex. 78643. Principal is principally owned by Judge A.W. Mousund and his wife, Mary. It has no other broadcast interests. Filed Nov. 5.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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